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Agenda  
Workshop Meeting  
October 27, 2015

**PUBLIC NOTICE** is hereby given that the Washington City Council will hold a Public Meeting on Tuesday, October 27, 2015, at 7:00 P.M. directly following the Public Hearing, in the Council Chambers of the Washington City Offices, located at 111 North 100 East, Washington, Utah.

1. Approval of the Agenda.
2. Discussion and review of proposed “Youth Pioneer Production” for the Day’s of 47.  
Mayor Kenneth Neilson
3. Discussion and review of the RAP Tax Distribution. City Manager Roger Carter
4. Review of the request to fill the Planning Commission June 2015 appointment. Mayor Kenneth Neilson
5. CLOSED SESSION
  - A. The character or professional competence of an individual.
6. Adjournment.

POSTED on this 23rd day of October 2015  
Danice B. Bulloch, City Recorder

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*In accordance with the Americans with Disabilities Act, Washington City will make reasonable accommodations to participate in the meeting. Request for assistance can be made by calling the City Recorder at 656-6308 at least 24 hours in advance of the meeting to be held.*

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September 9, 2015

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# Proposal for

Merrill Osmond's

***Youth Pioneer Production***



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# Summary

The Youth Pioneer Production has been successful since 1987 in many locations across Utah and Missouri. The production depicts the story of the early pioneers, and their trek west. The cast is made up mostly of 100+ youth under the age of 20. This youth production involves music, dancing, live animals and fireworks that will keep the audience laughing and crying tears of joy.

Merrill Osmond, Founder & Executive Producer has partnered up with the Olive Osmond Hearing Fund to take the Youth Pioneer Production (YPP) to a higher level of visibility and exposure for our beloved pioneers. The YPP will depict life as a pioneer not just through the musical & firework spectacular, but through vendors, entertainment, lots of food and various fun activities. It will also involve music, dancing, live animals, cowboy poetry, live gun shows, and special guests that will keep the audience entertained. The YPP will be over a two-day event and will end each evening with the Youth Pioneer Production Finale and a spectacular display of fireworks.

The purpose of this proposal is to align the *Youth Pioneer Production* with *Days of '47 Dixie* as well as the city of St. George and other surrounding cities to produce a successful pioneer event that will bring people in from all over Washington County for a celebration and tribute to our beloved pioneers. We are requesting that the cities within Washington County provide city services, support in advertising & marketing, volunteers as well as help in production costs to ensure Utah's largest pioneer musical & firework spectacular over the Pioneer Holiday festivities.





# Introduction

The Olive Osmond Hearing Fund's mission is to promote hearing-health awareness by providing educational and musical resources and accommodating the needs for the deaf and hard-of-hearing.

The Olive Osmond Hearing Fund is a non-profit 501c3, founded in late 2010 to raise deaf awareness and promote hearing educational services by providing others with better hearing in honor of Olive Osmond, the matriarch of the performing Osmond family. The foundation's goal is to donate its time and resources to assist the deaf and hard-of-hearing and lead the way to help thousands of men, women and children worldwide so they will have a chance to reach their greatest dreams and aspirations in life.

Since 2010, the Olive Osmond Hearing Fund has raised awareness around the world and helped over 2,000 children receive the gift of hearing. Supported by many volunteers, programs, organizations and donors around the world, the foundation continues to raise awareness and funding to help the millions of deaf and hard-of-hearing worldwide.

In 2012, Merrill approached the Olive Osmond Hearing Fund and developed a partnership with his sons Justin and Shane Osmond to produce a high quality, professional event that will provide satisfaction, fulfillment and lasting memories to their audience for many years to come. The Olive Osmond Hearing Fund will conduct all business negotiations and associations with honesty and integrity. Olive Osmond Hearing Fund will provide long-term customers, sponsors, and volunteers with quality satisfaction and an experience they will want to embrace for many years to come.



# I. Description

The goal for the Youth Pioneer Production is to be held in the Dixie Sunbowl in St. George on July 22 & 23, 2016. This two day, FREE Admission extravaganza would begin with a trumpet anthem to signal that the show is starting. The emcee will walk out on stage and start the show by welcoming everyone to the event and introducing all event sponsors as well as any important local and state dignitaries that are present that evening. The armed forces will then present colors, and a local talent will sing the Star Spangled Banner. With the focus being on the singer, the audience will not notice skydivers up above. A target will be placed in the middle of the venue and once the skydivers have landed, the honorees have been recognized, the title sponsors have been publicly announced, the emcee will introduce the opening act/pre-show. When the pre-show finishes, the lights go out and Merrill Osmond's Youth Pioneer Production & Firework Spectacular begins.

The history of the Pioneers unfolds as hundreds of youth sing, dance, mourn, and portray the livelihood of how the Pioneers reached and settled the St. George Valley. You will join the pioneers on their journey through triumphs and strength and dealing with persecution, death and destruction from the crickets. Never-to-be-forgotten music will fill the air and get everyone dancing and singing. The production will be highlighted with fireworks throughout the entire show.

As soon as the last song is finished, a chain of melodies and hoedown music will begin, accompanied by the finale of spectacular fireworks that will knock the socks off all attendees. It will be the firework finale like no other and leave everyone breathless. Upon completion, the stadium lights will turn on, and the emcee will thank everyone for coming.

Capitalizing on the success of the Youth Pioneer Production, the Days of '47 Dixie Pioneer Festival will begin with a smorgasbord of food and a "feast of the pioneers" prepared by the sons and daughters of the pioneers. This feast would be looked forward to year after year. It would be known as the biggest pioneer feast in the valley.

The Days of '47 Dixie festival will continue all week opening with a community breakfast and parade drawing the crowds to Washington Park where the festival will continue with booths, games, and a wide variety of activities going on. This will attract people of all ages and across all generations.

As part of the Days of '47 festival, a variety of booths and exhibits from all over providing various products aligned with the pioneer spirit. The Washington City Park will be filled with activities from booths to carnival rides, and games to old western reenactments. This 7-day event hosted by the Days of '47 Dixie will be seen as the ONLY place to be with your family over the Pioneer Celebration.

The Days of '47 could host competitions for events that fall in-line with the pioneer spirit, such as, clogging, archery, horse-shoe, axe throwing, saddle making, candle making, quilt making ...to name a few. We can invite our Native American brothers and sister to show their traditions and products. Wagon rides could go up and down the street throughout the park bringing a visual reminder and a unique but fun traditional feeling to the event. They could offer fun activities for children and adults such as pie eating contest, sack races, and grease pig chases.

These daily events will lead to the crowning events on the evenings of Friday and Saturday (22<sup>nd</sup> & 23<sup>rd</sup>) with the musical Youth Pioneer Production, followed by a large firework finale. Upon completion of the Pioneer Production, the emcee will thank everyone for coming and wish them a safe return home.

Banners and signage will be displayed throughout St. George bringing the city together and raising additional awareness for the festivities. This will also attract even more people passing through the city. The demographics would encompass all ages. Merchandise with coordinated logos will be available throughout the event, hats, shirts, balloons, bandanas, and other various memorabilia can be provided.

This two day extravaganza will become a staple to the Washington County community, as well as a draw to thousands from the surrounding areas to participate in the most entertaining and festive celebration of Utah's Pioneers.

*Optional: After the show is over, the emcee invites the crowds to gather and line the perimeter of the park as the electric light hand cart parade would begin.*

*Sponsored handcarts decorated in lights will roll throughout the park igniting the entire area. Computerized lighting system will cause a pulsing sensation causing the lights to dance to the pageants theme song and will be the theme song for the entire Pioneer Jubilee and heard throughout the Production. Not only will each handcart light up, but every tree, bush and object throughout the park will light up and pulse in sync with the theme song. The overall event will use Disney's philosophy of creating an ongoing theme song like "It's a Small World After all" being played through-out the day as well as all the evening activities.*

## II. Goals/Objectives

The Objectives for Merrill Osmond's Youth Pioneer Production is outlined below:

- FREE Admission to the General Public.
- To bring thousands of families and individuals to the Dixie Sun Bowl for Utah's largest pioneer festivities and celebration.
- Invite local youth talent to participate in this Youth Pioneer Production.
- To enlarge, grow and expand the economy and wealth of Washington County.
- Create community outreach programs where we encourage locals to get involved with each production.
- Create and execute marketing strategies that make each event successful.
- Raise funding and awareness for the local deaf and hard-of-hearing to benefit with hearing aids and other programs.
- Provide all event sponsors with value added packages that will encourage annual partnerships.
- Brand the Youth Pioneer Production with a firework spectacular that amazes everyone, and makes them committed to making this annual event a long-term family tradition.
- Work closely and partner with media sponsors and supporters.
- Contract the highest quality vendors and entertainment for all events.
- Develop a long-term commitment with the city and make it an annual event for many years to come.
- Remember the legacy & heritage of the pioneers with activities and reenactments that depict the life story & experiences of the Utah pioneers.
- Maintain a healthy long-term relationship between the Olive Osmond Hearing Fund and Washington County so that the venue will always be a central location/home for the Youth Pioneer Production.
- To be extremely successful and drive demand to where an expansion/upgraded plan for the venue would need to be put in place.
- This event is a non-denominational production inviting the faiths of all religions to participate in this good clean family entertainment.

### III. Requests/Needs

It takes thousands of man hours and dollars to be able to achieve the goals outlined above. With your support, together we can make a difference in your beautiful community. In this proposal, you will find that we are requesting the following as a long-term investment to go towards this pioneer production & to be allocated as outlined below:

1. Use of the city's facilities and services at no cost or remittance to the Olive Osmond Hearing Fund. City In-Kind services that would include, but not limited to:
  - Dixie Sun Bowl venue
  - St. George city services/rental
  - Police security and EMS needs
  - Garbage, water, electrical
  - Portable restrooms
  - Cleaning Services
  - City insurance, ASCAP, Mass Gathering, and encroachment fees
2. Promotions and advertisement of the event throughout Washington County. This would include, but not limited to:
  - Television, radio, & newspaper advertising
  - Social media pages, city newsletters, direct mailing
  - City bulletin, papers, magazines, etc...
3. Fireworks and Entertainment bring the crowds to any event. We are providing two nights worth of amazing fireworks and entertainment. We are asking that the city help contribute the following towards these vital elements of the event to provide a truly spectacular display for the Youth Pioneer Production:
  - See budget below
4. Necessary rental items for the festival that would include, but not limited to tents, tables, chairs, lighting, generators, electrical and fuel, to provide a safe and secure environment for the patronages:
  - See budget below

We understand this is an investment from Washington County, but with your support and partnership, we can continue to grow the success and exposure of the Youth Pioneer Production in your beautiful community for many years to come.





## IV. Budget

The Olive Osmond Hearing Fund works very hard to keep the cost of the Youth Pioneer Production low. With our objective to provide a FREE Admission and high-quality event, this is not a money-maker for us. We have many of our staff who volunteer their time and talents so we can keep costs *at a minimum*. All we request is for our production cost to be covered. Outlined below is our budget for the two-day production:

### YOUTH PIONEER PRODUCTION EXPENSES

Production Fees	\$4,000.00
Construction Manager	\$1,000.00
Photographer/Videographer	\$1,000.00
Advertising	\$3,500.00
Programs & Posters	\$2,000.00
Banners & Signage	\$2,500.00
Native Americans	\$2,000.00
Musicians & Entertainers	\$4,000.00
Master of Ceremonies	\$1,000.00
Skydivers	\$2,000.00
Fireworks	\$12,000.00
Shirts - Volunteer & Cast	\$1,800.00
Aluminum Stage Rental	\$7,000.00
5,000 lb fork lift rental	\$750.00
Stage Lighting	\$6,000.00
Stage Sound	\$6,250.00
LED Screens	\$5,800.00
Mass Gathering/ASCAP	\$0
Insurance	\$1,905.00
Water barrells	\$75.00
Tents with AC	\$2,500.00
Chairs	\$520.00
Barricades	\$500.00
Porta Potties	\$700.00
Wagons & Handcarts	\$800.00
Golf Cart	\$200.00
Stage Materials & Equipment	\$200.00
<b><u>TOTAL</u></b>	<b><u>\$70,000</u></b>



## V. Procedures

With Washington County investing into the Youth Pioneer Production, Merrill Osmond & the Olive Osmond Hearing Fund will produce a successful and polished event that will become an annual event that the city members will be very proud of.

The Olive Osmond Hearing Fund uses the following keys to assure a successful and productive event:

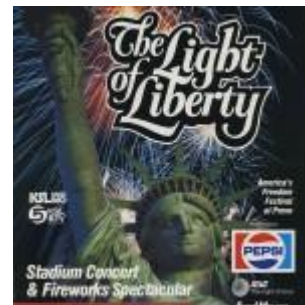
**Name:** The Osmond's have a worldwide reputation in the music/entertainment business. The Osmond name represents integrity, loyalty, honesty, reliability, professionalism, and most of all, trust. This level of commitment and professionalism will be extended to not only businesses, sponsors, volunteers, staff and vendors with whom we work with directly, but also to every individual who attends these events. With the Osmond name as a backbone to Youth Pioneer Production, the community members and partners can be ensured that this event will only improve the quality of life in Washington County.

**Experience:** Merrill Osmond is the Executive Producer & Founder of Youth Pioneer Production. Merrill has established himself as a solo vocal artist with his unique vocal voice, but he is best known for being the lead singer of the famous Osmond family. Merrill Osmond has performed throughout the world in virtually every major venue.

Both President Ronald Regan and President George Bush have recognized Merrill's extraordinary leadership skills. Each President requested Merrill's expertise in producing two prominent events, the making of the first Presidential Inauguration for Ronald Regan, and President George Bush's Inauguration in 1989. One event that was special to his heart was Operation Family Front, which was a television program that assisted in providing for the families of servicemen in Operation Desert Storm in 1991.

After Merrill produced Ronald Regan's Inaugural, he created a model in producing stadium events all across the USA. Now with over 30 years of stadium events under his belt (E.g. Hope of America; Freedom of America; Stadium of Fire; etc.) Merrill has a strong track record and knows first-hand how to create success and deliver a top-notch show in the entertainment industry.

Merrill, along with his sons, Justin and Shane, and their experienced team members, will generate and produce strong performance results. Combining their resources and experiences in the entertainment sector, they provide professionalism, high-rated credentials, loyalty and trust that ensure a strong platform for the Youth Pioneer Production.



**Community Involvement:** It is imperative that the Youth Pioneer Production encourages community involvement and outreach programs. Giving back to the community is the goal and mission of the Olive Osmond Hearing Fund. Whether it is local dancers, police departments, fire departments, boy scouts, girl scouts, Jaycees, veterans, etc., we invite everyone in our local communities to participate in our community outreach program.

For the Youth Pioneer Production, the proceeds from sponsorships and individual donations will be given to the Olive Osmond Hearing Fund. In return, the Olive Osmond Hearing Fund will provide local deaf families with the gift of hearing. Many of these children will be reconnected to life, hear the music and fireworks for their first time and be able to enjoy the comforting voices of their family and loved ones. The Osmonds know first-hand what it's like not to hear. 6 members of the Osmonds wear hearing aids and because someone gave them a chance to hear, this is a perfect opportunity for us to pay it forward and give back.

**Competition:** The Olive Osmond Hearing Fund is constantly looking for niches in markets that are not being served. The *Stadium of Fire* in Utah was started by Merrill Osmond and is still very profitable. This annual, family-fun event is located in Utah County, which is far enough away from where the Youth Pioneer Production musical will be held that there will be no competition. It is also three weeks apart, which is another reason to believe that this will not be a competitive factor. There are other pioneer festivals that take place around the state of Utah such as the Days of '47 Rodeo and Parade in SLC. Other than this, there are no other competing events in the surrounding areas. To our knowledge there are no other Pioneer-related events/musicals/pageants that portray the history of the early pioneers. With no competition in our way, we are very excited and assured that the Youth Pioneer Production will be very well attended if we put in place a strong/effective marketing campaign.

**Marketing Plan:** As with past events, media sponsors (television, radio, and newspaper) will provide the Youth Pioneer Production with airtime and print space that will be used to advertise the event as well as promote our sponsors. The media sponsors will provide the creation of television commercials and print ads as well. Television, radio, and newspaper ads will begin in April prior to the event.

With an event like the Youth Pioneer Production, television networks, radio stations, and newspaper agencies typically will become an in-kind sponsor, offering a portion of their services for a sponsorship level in the amount their services are worth. We will supplement this air time by the funds received by Washington County for these advertising vehicles. In order to provide the television sponsor with as much exposure as possible, the Olive Osmond Hearing Fund sometimes allows the news anchors from the station to become the emcees for the evening. This is a win/win for everyone as it provides more exposure for the sponsor and provides the Youth Pioneer Production with well-known emcees.

The media will continue to push advertising hard for several weeks through the first week. They will continue to advertise throughout, and they are willing to increase advertising exposure when needed. All media sponsors, as part of their sponsorships, will create all commercial spots in-house for television, radio, and newspaper ads. During these ads, our top sponsorship levels will also be mentioned in connection with the Youth Pioneer Production. This pushes potential sponsors to support the event at a certain level in order to receive as much media recognition as possible.

Utilizing the above media sponsors, the Olive Osmond Hearing Fund will work with local reporters and journalists in planting story ideas to assist in promoting the event, resulting in additional free advertising. Press releases will be created and sent to the media as well throughout the months prior to the event.

Media also enjoys personal interviews. Merrill Osmond and other members of the Osmond family will be readily available to all media sponsors to help promote the Youth Pioneer

Production. Media sponsors will also be allowed behind the scenes of the event and receive exclusive interviews with cast and entertainers.

The YPP is a community outreach event. The object of Olive Osmond Hearing Fund is to work closely with the local chamber of commerce to receive assistance on attaining sponsorships. Throughout the years, we have found that with the council's assistance, sponsorship money can be more easily generated.

Each potential sponsor will be personally visited by a representative of the Olive Osmond Hearing Fund and given a sponsorship packet, which will be professionally created. During this meeting, questions will be answered, and a sponsorship committal form will be left explaining all sponsorship level options. For major sponsors, the Olive Osmond Hearing Fund will work each one with cross-marketing campaigns to help promote the event as well as give additional recognition to the major sponsors.

Banners, posters and flyers will be created, printed, and spread throughout Washington County. Through television, radio, newspaper, billboard, flyer, and poster ads, the entire region will be exposed to the YPP's advertising multiple times.

The Olive Osmond Hearing Fund will have a website solely for the Youth Pioneer Production. All information pertaining to the event will be found on this site. A press kit will be created and placed on the website allowing all local media to access the information. With Washington County's help to promote our event, our logo and website link will be placed on the city's website as well as on all their social media. Social media will be used for Olive Osmond Hearing Fund as well. A Facebook page will also be created for the specific event.

Olive Osmond Hearing Fund plans to make the Youth Pioneer Production **FREE** for all attendees and their families. This will be for all ages, young & old. This show will be fun & clean family entertainment with lots of energy, live animals, & one of the largest firework displays in Southern Utah. This is a charity-based event and also gives back to the community. We will also be advertising that any and all the proceeds will go towards the Olive Osmond Hearing Fund, which will sponsor local families with the gift of better hearing.



## VI. YPP Staff & Committee Members

- Executive Producer / Founder - Merrill Osmond
- Producer - Justin Osmond
- Assistant Producer - Shane Osmond
- Volunteer Coordinator – Kristi Osmond
- Operations Director - Vicki Wartman
- Youth Production Executive Director - Karen Carter
- Youth Production Director - Lisa Timothy
- Stage Manager – Camie Mitchell
- Assistant Director – Misty Peterson
- Assistant Director – Chareese Carter
- Stage Crew – Brittany Hathaway / Brittany Simpson
- Creative Consultant / Technical Director – Mark Halvorsen
- Pre-Show & VIP Director – Vicki Wartman
- Construction & Crew Director – Holden Jones
- Vendors Director – Doree Cordeiro
- Costumes – Paula Price, Ellen Rasmussen, Julie Bettinson, Karen Carter
- Props – Wes and Wendy Butler, Tonya Pack, Heather Wheat, Karen Trujillo
- Lighting & Audio – City Center Sound & Stage
- Videography – Eddie Cunningham
- Photography – Dave Argyle / Ricki Kotter
- Cast Coordinator – Tracie Peterson
- Assistant Cast Coordinator - Joan Jensen
- Public Relations - TBD
- Entertainment Coordinator – Vicki Wartman
- Activity Coordinator – Leilani Cota
- Marketing - Osmond Marketing / Amy Osmond

*Each member of the Youth Pioneer Production team will be specifically responsible for certain tasks. All members will assist in all aspects, but each task will ultimately be assigned to a member of the Youth Pioneer Production.*

## VII. Conclusion

On behalf of the Osmonds and the Pioneer Production staff & crew, THANK YOU for this exciting opportunity to serve your community and help create an economic boost to Washington County. We promise to deliver an event that you will be proud of for many years to come. As we celebrate our former pioneers, we too become modern-day pioneers for the Youth Pioneer Production, which will be passed down from generation to generation for many years to come.

